

LETTER OF RECOMMENDATION

To Whom It May Concern:

As Creative Director of Dennis Interactive we watched our company, like many interactive shops at the time, struggle to complete top-notch work at a speedy enough clip. I hired Paul as a designer in order to quickly take care of day-to-day production work on a very big job we were developing for Disney and McDonalds. I quickly learned that Paul would not be satisfied simply as a production artist. He constantly questioned the smallest details in order to ensure that what he was designing was both logical and beneficial to the overall project. At first glance I found his outspoken nature to be presumptuous and arrogant given he had just gotten his job and did not yet have the field experience to warrant such strong opinions. But I listened to what he had to say and there was no denying Paul's insight and sound thinking was constructive and valuable. Simply put, Paul is extremely smart.

Paul went from executing production work to becoming a key member of Dennis Interactive during our 2 year working relationship. I watched his talents grow immensely, taking on bigger and bigger challenges with well thought out and beautifully designed solutions. His relentless drive, passion and competitive nature also made him hands down the most technically proficient asset in the Art Department. He became a crucial liaison between programming and creative with his rare ability to flex both the right and left sides of his brain. Paul is also, if you hadn't already gathered, a perfectionist. I have yet to meet anyone who is more detail oriented than him. I expected the very highest of standards from our work at Dennis Interactive. Paul can take pride in knowing that he raised that bar of excellence.

Please feel free to contact me with any further questions you may have via email: jcrawford@organic.com or by phone at 1-646-361-5380.

Sincerely,

Justin Crawford
Creative Director
Organic